



Juliette Xue

(XUE JIAO)



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Education

June 2014 – Sep 2015 IÉSEG School of Management Business Analysis and Consulting (Master)

Jan 2012 – Sep 2013 Université de Lyon International Business (Bachelor)



Working Experience

April 2021 – Now DESCENTE (ANTA GROUP) Senior Integrated Marketing Manager (AI Trainer)

- **E-commerce Growth & Performance Marketing:** Designed an end-to-end marketing framework unifying brand campaigns, content, and e-commerce operations, delivering 50%+ business growth
- **Private Traffic & CRM Operations:** Launched WeChat Mini Program private ecosystem from 0 to 1
- **Social Media & Influencer Marketing:** Orchestrated insight-led social campaigns with tiered KOL/KOC seeding to elevate brand awareness and conversion.
- **Content Commerce & Livestreaming:** Established content-to-commerce funnels across RED and Douyin, bridging brand exposure, engagement, and sales.
- **AI-Driven Marketing : Innovation:** Co-developed ANTA AI Agent via Prompt Engineering

April 2020 – April 2020 BOSIDENG Senior E-commerce Marketing Manager

- Orchestrated high-impact e-commerce mega-campaigns and annual omni-channel strategies to maximize sales conversions, implementing data-driven CRM frameworks for full-lifecycle user retention.

July 2017 – Jan 2020 CHARLES & KEITH Marketing Manager

- **Marketing Strategy & Business Growth:** Developed integrated brand and e-commerce strategies, driving 100%+ year-on-year business growth. Managed marketing budgets and resource allocation.
- **E-commerce Capability Building:** Built e-commerce marketing ecosystem from 0 to 1, spanning content marketing, livestreaming operations, and conversion funnel design.



Skill

English

French B2

AI Application & Prompt Engineering



Profile

Global Marketer (10+ Yrs): Master's from IESEG (France). Scaled top international/domestic brands including DESCENTE, CHARLES & KEITH, and BOSIDENG. Full-Funnel DTC Growth: Specializes in Global strategy and cross-border social matrices. Orchestrated omni-channel campaigns and CRM, driving RMB 150M+ revenue. AI-Powered Innovation: Leverages Generative AI & Prompt Engineering to automate localized multi-language content, streamline marketing SOPs, and maximize global scaling efficiency.